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Celosia Gardens
111 Galeburg
Ill.

Introducing

CELOSIA *Gilbertia*
Trade Mark Reg.

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GILBERT'S MAPLE GOLD

"Gilbert's Maple Gold" is the name of the first of the *Gilbertia* strains of *Celosia* seed to be offered on the market for the first time this year. One of the leading seedmen advertised this variety in his 1943 spring catalogue and the sales were very successful.

Gilbert's Maple Gold is the loveliest of all *cristata*—*coxcomb*—creations and is the result of eighteen years of line breeding. It starts forming lovely round maple-pink heads when quite small and grows increasingly beautiful as each ruffled segment becomes tipped with bright yellow. The individual plants grow two to three feet high and are of the strong branching type with each stem terminating in a lovely ball-shaped clustered head that varies in size from small to sometimes ten or more inches in diameter. The maple-pink heads vary in color from a light to a dark pink, tipped with pure gold. These clusters may be cut at any stage and size and used in any arrangement from corsages to funeral sprays as the heads will last three or four days out of water. These beautiful, large *cristata* lasts until late in the fall when killed by frost. Any left-over flowers always can be gathered just before cold weather and dried for winter bouquets.

These flowers have passed all tests for long distance shipping as they will not fade, nor do the flower heads shatter after they have been cut for several days.

These seeds come about 98% true to type at the present time. As the stock of these seed is limited all seedmen interested in acquiring stock either for growing or for sale should get in touch with the grower at once. These seeds are put out in trade marked packages, both in retail and wholesale sizes. For larger amounts write for quotations.

History of Celosia Gilbertia

After eighteen years of patience and untiring effort on the part of Mrs. J. D. Gilbert of Galesburg, Illinois, she has been able to obtain this hybrid species of *Celosia Gilbertia* which is decidedly unusual as to variety in color and size.

Mrs. Gilbert became interested in coxcombs in 1926 when she assisted with a local flower show. After the show was over there remained one old-fashioned and large coxcomb of brilliant color which had been entered by a friend, Miss Nora Cox. Mrs. Gilbert secured permission to take this flower home and the next year she planted the seed. For the following two years she got nothing but the usual red coxcombs. The third year it threw a light cream color, the fourth she had one small pink flower, and after that different colors become more prominent—one year a yellow flower, another year an orange one. By carefully selecting her seed and crossing the pollen she has been able to obtain the brilliant colors as seen in the *Gilbertia* species.

Celosia grown by Mrs. Gilbert first gained prominence at the Century of Progress during 1933, and in 1934 she was requested to send more entries and in turn received letters complimenting her on the color and form from flower growers and botanists all over the world. In 1936 a floral committee at the International Horticultural Exposition in Chicago named the variety of *Celosia* raised by Mrs. Gilbert as the *Gilbertia* and that name was trade marked in 1942. As early as 1937 specimens were sent to the Bailey Hortorium in connection with the New York State College of Agriculture, Cornell University, Ithaca, New York, and herbarium material was made from these specimens and a record of the plant was filed.

Other Varieties

Gilbert's Maple ~~Pink~~ is not the only variety which is being developed at the present time. As soon as the seed stock is built up, other colors will be available—a red and gold color combination, the silver and gold blend, as well as others.

INSTRUCTIONS FOR GROWING

Celosia Gilbertia

Use any good rich garden soil, any soil that will grow good potatoes is suitable.

DO NOT use commercial fertilizer or soil where commercial fertilizer has been used the year before. Soil enriched with old rotten cow manure is the best. It has been found that the commercial fertilizers make the combs or flower-heads break formation and grow rank.

Prepare soil deep and fine.

Scatter seed thin and in rows, and press down firmly with hands or a board. A regular garden seeder with a roller attached is sufficient. Do not cover seed otherwise.

The seed is very quick in germinating when the ground becomes warm. For the northern part of the United States seed may be planted any time after the 15th of April. Cold and freezing weather will not hurt the seed as they will not sprout until the ground becomes warm.

Thin plants out to stand 10 to 12 inches apart, or they can be transplanted very easily if this is done before they are 6 inches high.

Seed may be started in any good greenhouse soil and transplanted outdoors after danger of frost is passed.

ADDITIONAL INFORMATION

Any additional information concerning these seed may be secured by writing to Mrs. J. D. Gilbert.



Celosia Gardens

48 EAST DAVIS STREET

GALESBURG, ILLINOIS